



Good Habit

Our parents taught us to cultivate good habits from childhood. These habits have helped us to develop as better human beings over the years. We learnt to do good deeds and conduct ourselves as responsible members of our household and our family circle. When we learnt to do good things our brain made connections that created pathways for a better

future. When we routinely performed the good deeds and the same responsible actions, our brain learnt this pattern of behaviour and set up a course for our future. The computer memory stores commonly used actions where it can access and process them faster. The brain does the same thing. It has been proved that instituting a new habit takes only 10 days. In Rotary, The Rotary Foundation is asking you to institute a good habit. It is called Every Rotarian Every Year.

The Rotary Foundation is the backbone of Rotary International. The Foundation was set up by visionaries who had the habit of rushing to help others in need. It did not matter where the help was needed or how big the assistance sought was. They knew that Rotarians around the world will cultivate the habit of extending their helping hand with compassion.

Help is needed in many forms. Rotarians have been volunteers helping people with their skills around the world. It is a habit they have developed. Another kind of help is in the form of donations to The Rotary Foundation. Donating every year to the noble causes through The Rotary Foundation comes through one easy step. Just start giving with compassion. You will find that during the next year the compassion for people around you pushes you to give one more time and then one more time. The Every Rotarian Every Year is a habit that brings out the greatness within you. The satisfaction of that habit of giving year after year is immeasurable.



Polio in India is now on the verge of being eradicated because of generous donors who gave regularly. They still do. How can the habit of giving be cultivated among Rotarians? Simple. Let them interact frequently with habitual donors to The Rotary Foundation. The Club leaders and District leaders have to provide for such opportunities.

Those who have the habit

of donating every year to TRF have what is called as the 'habit memory.' It is very organised and rigid. The forums in which this habit can be cultivated include PETS, DTTS, District Assembly, TRF Seminars, Installations, Project visits, Alumni meetings and regular communication with the members in the clubs.

Our goal from India during 2010–2011 is US \$15 million for TRF. During 2011–2012 when Rotary International has Rtn. Kalyan Banerjee as the President our goal for TRF will have to be US \$20 million. I request Every Rotary leader in our country to shape the future of TRF by involving Every Rotarian in Every Club and cultivating the habit of giving every year.

I like to reproduce the following quote:

Your thoughts become words
Your words become actions
Your actions become habits
Your habits become character
Your character becomes your destiny”

Rotarians exemplify people with good thoughts, words, actions, habits and character. That is why nothing is impossible for them.



*Rtn. Ashok Mahajan
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